



WFTV-TV  
P.O. Box 863324  
Orlando, FL 32886-3324  
ph: (407) 841-9000  
fx: (407) 841-8259

Advertiser  
Agency/T-Code  
Buyer  
Salesperson

Pol/Iss/American Crossroads (13324)  
Crossroads Media (1218)/055317791  
MILHOAN, EMILY  
Telerep/Washington DC, Washington DC  
(1040)  
ph: (555) 555-5555  
Political - Issue (1068)  
AMERICAN CROSSROADS (109861)  
National/Political  
692/06228189

Invoice 643104  
Inv Date 10/28/2012  
Terms Net 30  
Contract 321476  
Bill Type Standard  
Period 10/1/2012 - 10/28/2012

Crossroads Media  
66 Canal Center Plaza  
Suite 555  
Alexandria, VA 22314

AgM

Product  
Brand  
Acct Types  
Est/Headline  
Demo  
Revision  
Comments

AMERICAN CROSSROADS  
\*\*\*\*\* THIS IS A CASH IN ADVANCE

CO-OP/Order Type No/Normal  
Package  
Gen. Date 10/30/2012 4:04:29PM

Orlando (WFTV)

## OFFICIAL BILLING INVOICE

| Line | Type | Scheduled            | Schedule Days to Run | Air Time              | Length | Copy/ISCI   | Amount    | Remarks |
|------|------|----------------------|----------------------|-----------------------|--------|-------------|-----------|---------|
| 1.0  | Spot | 5:00:00AM- 5:30:00   | Day, W-1             | 10/03/12 5:13AM (We)  | 00:30  | USPRTV19ACH | \$850.00  |         |
| 2.0  | Spot | 5:00:00AM- 5:30:00   | Day, Th-1            | 10/04/12 5:22AM (Th)  | 00:30  | USPRTV19ACH | \$850.00  |         |
| 3.0  | Spot | 5:30:00AM- 6:00:00   | Day, M-1             | 10/08/12 5:54AM (Mo)  | 00:30  | USPRTV19ACH | \$1100.00 |         |
| 4.0  | Spot | 5:30:00AM- 6:00:00   | Day, Tu-1            | 10/02/12 5:42AM (Tu)  | 00:30  | USPRTV19ACH | \$1100.00 |         |
| 5.0  | Spot | 5:30:00AM- 6:00:00   | Day, W-1             | 10/03/12 5:53AM (We)  | 00:30  | USPRTV19ACH | \$1100.00 |         |
| 6.0  | Spot | 5:30:00AM- 6:00:00   | Day, Th-1            | 10/04/12 5:43AM (Th)  | 00:30  | USPRTV19ACH | \$1100.00 |         |
| 7.0  | Spot | 5:30:00AM- 6:00:00   | Day, F-1             | 10/05/12 5:52AM (Fr)  | 00:30  | USPRTV19ACH | \$1100.00 |         |
| 8.0  | Spot | 6:00:00AM- 7:00:00   | Day, M-1             | 10/08/12 6:55AM (Mo)  | 00:30  | USPRTV19ACH | \$2250.00 |         |
| 9.0  | Spot | 6:00:00AM- 7:00:00   | Day, Tu-1            | 10/02/12 6:29AM (Tu)  | 00:30  | USPRTV19ACH | \$2250.00 |         |
| 10.0 | Spot | 6:00:00AM- 7:00:00   | Day, W-1             | 10/03/12 6:28AM (We)  | 00:30  | USPRTV19ACH | \$2250.00 |         |
| 11.0 | Spot | 6:00:00AM- 7:00:00   | Day, Th-1            | 10/04/12 6:23AM (Th)  | 00:30  | USPRTV19ACH | \$2250.00 |         |
| 12.0 | Spot | 6:00:00AM- 7:00:00   | Day, F-1             | 10/05/12 6:42AM (Fr)  | 00:30  | USPRTV19ACH | \$2250.00 |         |
| 13.0 | Spot | 7:00:00AM- 9:00:00   | Day, M-1             | 10/08/12 8:49AM (Mo)  | 00:30  | USPRTV19ACH | \$2250.00 |         |
| 14.0 | Spot | 7:00:00AM- 9:00:00   | Day, Tu-1            | 10/02/12 8:59AM (Tu)  | 00:30  | USPRTV19ACH | \$2250.00 |         |
| 15.0 | Spot | 7:00:00AM- 9:00:00   | Day, W-1             | 10/03/12 8:49AM (We)  | 00:30  | USPRTV19ACH | \$2250.00 |         |
| 16.0 | Spot | 7:00:00AM- 9:00:00   | Day, Th-1            | 10/04/12 8:40AM (Th)  | 00:30  | USPRTV19ACH | \$2250.00 |         |
| 17.0 | Spot | 7:00:00AM- 9:00:00   | Day, F-1             | 10/05/12 8:58AM (Fr)  | 00:30  | USPRTV19ACH | \$2250.00 |         |
| 18.0 | Spot | 9:00:00AM- 10:00:00  | Day, M-1             | 10/08/12 9:32AM (Mo)  | 00:30  | USPRTV19ACH | \$500.00  |         |
| 19.0 | Spot | 9:00:00AM- 10:00:00  | Day, Tu-1            | 10/02/12 9:26AM (Tu)  | 00:30  | USPRTV19ACH | \$500.00  |         |
| 20.0 | Spot | 9:00:00AM- 10:00:00  | Day, W-1             | 10/03/12 9:48AM (We)  | 00:30  | USPRTV19ACH | \$500.00  |         |
| 21.0 | Spot | 9:00:00AM- 10:00:00  | Day, Th-1            | 10/04/12 9:38AM (Th)  | 00:30  | USPRTV19ACH | \$500.00  |         |
| 22.0 | Spot | 9:00:00AM- 10:00:00  | Day, F-1             | 10/05/12 9:48AM (Fr)  | 00:30  | USPRTV19ACH | \$500.00  |         |
| 23.0 | Spot | 11:00:00AM- 12:00:00 | Day, Tu-1            | 10/02/12 11:30AM (Tu) | 00:30  | USPRTV19ACH | \$1000.00 |         |
| 25.0 | Spot | 11:00:00AM- 12:00:00 | Day, Th-1            | 10/04/12 10:59AM (Th) | 00:30  | USPRTV19ACH | \$1000.00 |         |
| 26.0 | Spot | 11:00:00AM- 12:00:00 | Day, F-1             | 10/05/12 11:59AM (Fr) | 00:30  | USPRTV19ACH | \$1000.00 |         |
| 27.0 | Spot | 12:00:00PM- 1:00:00  | Day, M-1             | 10/08/12 12:11PM (Mo) | 00:30  | USPRTV19ACH | \$1000.00 |         |
| 28.0 | Spot | 12:00:00PM- 1:00:00  | Day, Tu-1            | 10/02/12 12:27PM (Tu) | 00:30  | USPRTV19ACH | \$1000.00 |         |
| 29.0 | Spot | 12:00:00PM- 1:00:00  | Day, W-1             | 10/03/12 12:26PM (We) | 00:30  | USPRTV19ACH | \$1000.00 |         |
| 30.0 | Spot | 12:00:00PM- 1:00:00  | Day, Th-1            | 10/04/12 12:54PM (Th) | 00:30  | USPRTV19ACH | \$1000.00 |         |
| 31.0 | Spot | 12:00:00PM- 1:00:00  | Day, F-1             | 10/05/12 12:27PM (Fr) | 00:30  | USPRTV19ACH | \$1000.00 |         |
| 32.0 | Spot | 12:00:00PM- 1:00:00  | Day, M-1             | 10/08/12 12:35PM (Mo) | 00:30  | USPRTV19ACH | \$1000.00 |         |
| 33.0 | Spot | 12:00:00PM- 1:00:00  | Day, Tu-1            | 10/02/12 12:35PM (Tu) | 00:30  | USPRTV19ACH | \$1000.00 |         |
| 34.0 | Spot | 12:00:00PM- 1:00:00  | Day, W-1             | 10/03/12 12:41PM (We) | 00:30  | USPRTV19ACH | \$1000.00 |         |
| 35.0 | Spot | 12:00:00PM- 1:00:00  | Day, Th-1            | 10/04/12 12:13PM (Th) | 00:30  | USPRTV19ACH | \$1000.00 |         |
| 36.0 | Spot | 12:00:00PM- 1:00:00  | Day, F-1             | 10/05/12 12:42PM (Fr) | 00:30  | USPRTV19ACH | \$1000.00 |         |
| 37.0 | Spot | 5:00:00PM- 6:00:00   | Day, M-1             | 10/08/12 5:52PM (Mo)  | 00:30  | USPRTV19ACH | \$2250.00 |         |
| 38.0 | Spot | 5:00:00PM- 6:00:00   | Day, Tu-1            | 10/02/12 5:12PM (Tu)  | 00:30  | USPRTV19ACH | \$2250.00 |         |
| 39.0 | Spot | 5:00:00PM- 6:00:00   | Day, W-1             | 10/03/12 5:22PM (We)  | 00:30  | USPRTV19ACH | \$2250.00 |         |
| 40.0 | Spot | 5:00:00PM- 6:00:00   | Day, Th-1            | 10/04/12 5:28PM (Th)  | 00:30  | USPRTV19ACH | \$2250.00 |         |



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P.O. Box 863324  
Orlando, FL 32886-3324  
ph: (407) 841-9000  
fx: (407) 841-8259

**Advertiser** Pol/Iss/American Crossroads (13324)  
**Agency/T-Code** Crossroads Media (1218)/055317791  
**Buyer** MILHOAN, EMILY  
**Salesperson** Telerep/Washington DC, Washington DC (1040)  
**Product** Political - Issue (1068)  
**Brand** AMERICAN CROSSROADS (109861)  
**Acct Types** National/Political  
**Est/Headline** 692/06228189  
**Demo**  
**Revision**  
**Comments** AMERICAN CROSSROADS  
\*\*\*\*\* THIS IS A CASH IN ADVANCE

**Invoice** 643104  
**Inv Date** 10/28/2012  
**Terms** Net 30  
**Contract** 321476  
**Bill Type** Standard  
**Period** 10/1/2012 - 10/28/2012

**Crossroads Media**  
**66 Canal Center Plaza**  
**Suite 555**  
**Alexandria, VA 22314**

AgM

**CO-OP/Order Type** No/Normal  
**Package**  
**Gen. Date** 10/30/2012 4:04:29PM

Orlando (WFTV)

## OFFICIAL BILLING INVOICE

| Line | Type | Scheduled              | Schedule Days to Run | Air Time              | Length | Copy/ISCI   | Amount     | Remarks        |
|------|------|------------------------|----------------------|-----------------------|--------|-------------|------------|----------------|
| 41.0 | Spot | 5:00:00PM- 6:00:00PM   | Day, F-1             | 10/05/12 5:42PM (Fr)  | 00:30  | USPRTV19ACH | \$2250.00  |                |
| 42.0 | Spot | 6:00:00PM- 7:00:00PM   | Day, M-1             | 10/08/12 6:55PM (Mo)  | 00:30  | USPRTV19ACH | \$3000.00  |                |
| 43.0 | Spot | 6:00:00PM- 7:00:00PM   | Day, Tu-1            | 10/02/12 6:12PM (Tu)  | 00:30  | USPRTV19ACH | \$3000.00  |                |
| 44.0 | Spot | 6:00:00PM- 7:00:00PM   | Day, W-1             | 10/03/12 6:22PM (We)  | 00:30  | USPRTV19ACH | \$3000.00  |                |
| 45.0 | Spot | 6:00:00PM- 7:00:00PM   | Day, Th-1            | 10/04/12 6:27PM (Th)  | 00:30  | USPRTV19ACH | \$3000.00  |                |
| 46.0 | Spot | 6:00:00PM- 7:00:00PM   | Day, F-1             | 10/05/12 6:13PM (Fr)  | 00:30  | USPRTV19ACH | \$3000.00  |                |
| 47.0 | Spot | 7:00:00PM- 7:30:00PM   | Day, M-1             | 10/08/12 7:13PM (Mo)  | 00:30  | USPRTV19ACH | \$3600.00  |                |
| 48.0 | Spot | 7:00:00PM- 7:30:00PM   | Day, Tu-1            | 10/02/12 7:13PM (Tu)  | 00:30  | USPRTV19ACH | \$3600.00  |                |
| 49.0 | Spot | 7:00:00PM- 7:30:00PM   | Day, W-1             | 10/03/12 7:04PM (We)  | 00:30  | USPRTV19ACH | \$3600.00  |                |
| 50.0 | Spot | 7:00:00PM- 7:30:00PM   | Day, Th-1            | 10/04/12 7:24PM (Th)  | 00:30  | USPRTV19ACH | \$3600.00  |                |
| 51.0 | Spot | 7:00:00PM- 7:30:00PM   | Day, F-1             | 10/05/12 7:13PM (Fr)  | 00:30  | USPRTV19ACH | \$3600.00  |                |
| 52.0 | Spot | 7:30:00PM- 8:00:00PM   | Day, M-1             | 10/08/12 7:52PM (Mo)  | 00:30  | USPRTV19ACH | \$3600.00  |                |
| 53.0 | Spot | 7:30:00PM- 8:00:00PM   | Day, Tu-1            | 10/02/12 7:37PM (Tu)  | 00:30  | USPRTV19ACH | \$3600.00  |                |
| 55.0 | Spot | 7:30:00PM- 8:00:00PM   | Day, Th-1            | 10/04/12 7:53PM (Th)  | 00:30  | USPRTV19ACH | \$3600.00  |                |
| 56.0 | Spot | 7:30:00PM- 8:00:00PM   | Day, F-1             | 10/05/12 7:36PM (Fr)  | 00:30  | USPRTV19ACH | \$3600.00  |                |
| 57.0 | Spot | 8:00:00PM- 10:00:00PM  | Day, M-1             | 10/08/12 8:45PM (Mo)  | 00:30  | USPRTV19ACH | \$12000.00 |                |
| 58.0 | Spot | 11:00:00PM- 11:35:00PM | Day, Tu-1            | 10/02/12 11:22PM (Tu) | 00:30  | USPRTV19ACH | \$2800.00  |                |
| 59.0 | Spot | 11:00:00PM- 11:35:00PM | Day, Th-1            | 10/04/12 11:23PM (Th) | 00:30  | USPRTV19ACH | \$2800.00  |                |
| 60.0 | Spot | 11:00:00PM- 11:35:00PM | Day, F-1             | 10/05/12 11:28PM (Fr) | 00:30  | USPRTV19ACH | \$2800.00  |                |
| 61.0 | Spot | 11:30:00PM- 12:05:00AM | Day, Sa-1            | 10/06/12 12:24AM (Sa) | 00:30  | USPRTV19ACH | \$1600.00  |                |
| 62.0 | Spot | 11:00:00PM- 11:35:00PM | Day, Su-1            | 10/07/12 11:29PM (Su) | 00:30  | USPRTV19ACH | \$2800.00  |                |
| 63.0 | Spot | 11:35:00PM- 12:05:00AM | Day, M-1             | 10/08/12 12:02AM (Mo) | 00:30  | USPRTV19ACH | \$800.00   |                |
| 64.0 | Spot | 11:35:00PM- 12:05:00AM | Day, Tu-1            | 10/02/12 11:53PM (Tu) | 00:30  | USPRTV19ACH | \$800.00   |                |
| 67.0 | Spot | 11:35:00PM- 12:05:00AM | Day, F-1             | 10/05/12 11:49PM (Fr) | 00:30  | USPRTV19ACH | \$1500.00  |                |
| 68.0 | Spot | 9:00:00AM- 10:00:00AM  | Day, Sa-1            | 10/06/12 9:55AM (Sa)  | 00:30  | USPRTV19ACH | \$1800.00  |                |
| 69.0 | Spot | 12:00:00PM- 12:30:00PM | Day, Sa-1            | 10/06/12 12:28PM (Sa) | 00:30  | USPRTV19ACH | \$600.00   |                |
| 70.0 | Spot | 6:00:00AM- 9:00:00AM   | Day, Su-1            | 10/07/12 5:59AM (Su)  | 00:30  | USPRTV19ACH | \$1000.00  |                |
| 71.0 | Spot | 12:00:00PM- 12:30:00PM | Day, Su-1            | 10/07/12 12:26PM (Su) | 00:30  | USPRTV19ACH | \$700.00   |                |
| 72.0 | Spot | 6:00:00PM- 6:30:00PM   | Day, Su-1            | 10/07/12 6:27PM (Su)  | 00:30  | USPRTV19ACH | \$2000.00  |                |
| 74.0 | Spot | 12:05:00AM- 12:35:00AM | Per week (1), Fr     | 10/05/12 12:31AM (Fr) | 00:30  | USPRTV19ACH | \$800.00   |                |
| 75.0 | Spot | 6:00:00AM- 7:00:00AM   | Per week (1), Th, Fr | 10/04/12 6:57AM (Th)  | 00:30  | USPRTV19ACH | \$2600.00  |                |
| 76.0 | Spot | 7:00:00AM- 9:00:00AM   | Per week (1), Th, Fr | 10/04/12 9:00AM (Th)  | 00:30  | USPRTV19ACH | \$2600.00  |                |
| 77.0 | Spot | 12:00:00PM- 1:00:00PM  | Per week (1), Th, Fr | 10/05/12 12:50PM (Fr) | 00:30  | USPRTV19ACH | \$1000.00  |                |
| 78.0 | Spot | 5:00:00AM- 5:30:00AM   | Per week (1), Fr     | 10/05/12 5:28AM (Fr)  | 00:30  | USPRTV19ACH | \$1000.00  |                |
| 79.0 | Spot | 11:00:00AM- 12:00:00PM | Per week (1), Su     | 10/07/12 11:59AM (Su) | 00:30  | USPRTV19ACH | \$3100.00  | M/G For 73.0.1 |
| 80.0 | Spot | 5:00:00AM- 6:00:00AM   | Per week (1), Su     | 10/07/12 5:40AM (Su)  | 00:30  | USPRTV19ACH | \$400.00   |                |

We warrant that the actual broadcast information shown on this invoice was taken from the official program log.



|                  |                      |             |    |
|------------------|----------------------|-------------|----|
| Gross Total      | <b>\$149,350.00</b>  | Total Spots | 75 |
| Commission       | <b>(\$22,402.50)</b> |             |    |
| <b>Net Total</b> | <b>\$126,947.50</b>  |             |    |

WFTV-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.